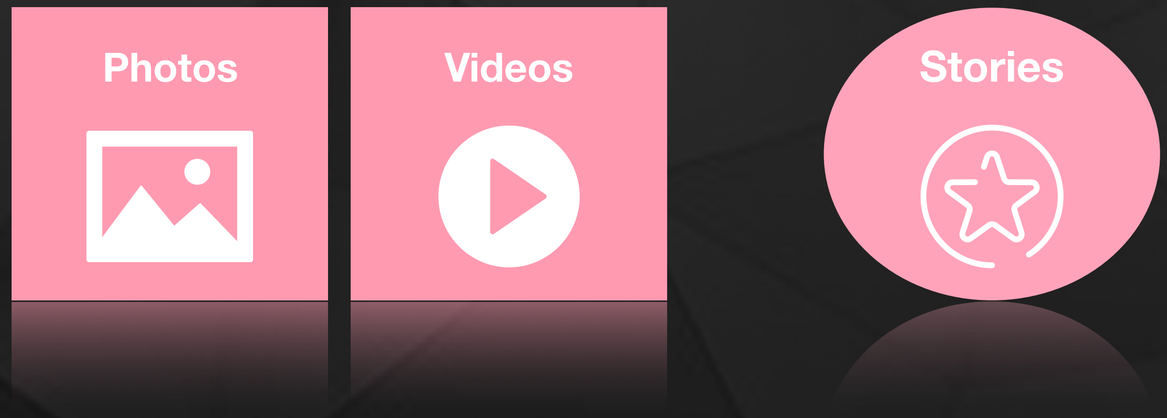
TYPES OF CONTENT

There are 3 main types of instagram content



Photos

Photos are an **image** posted to your instagram profile page

visitmelbourne

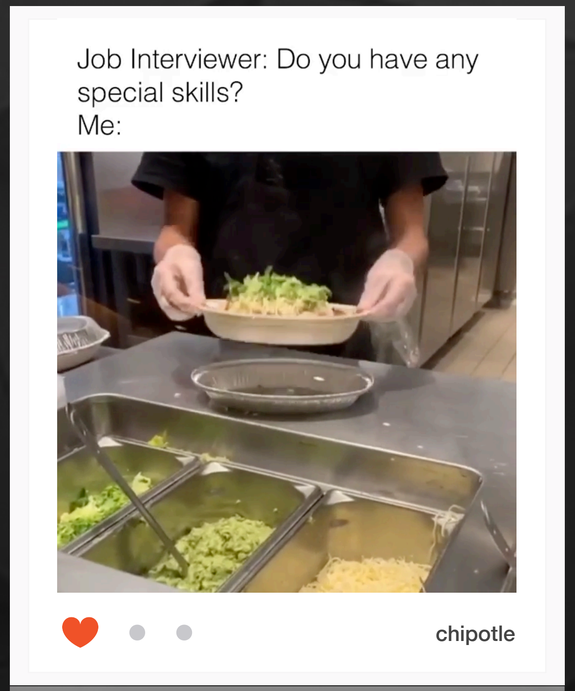
bigdaddyburgerbar

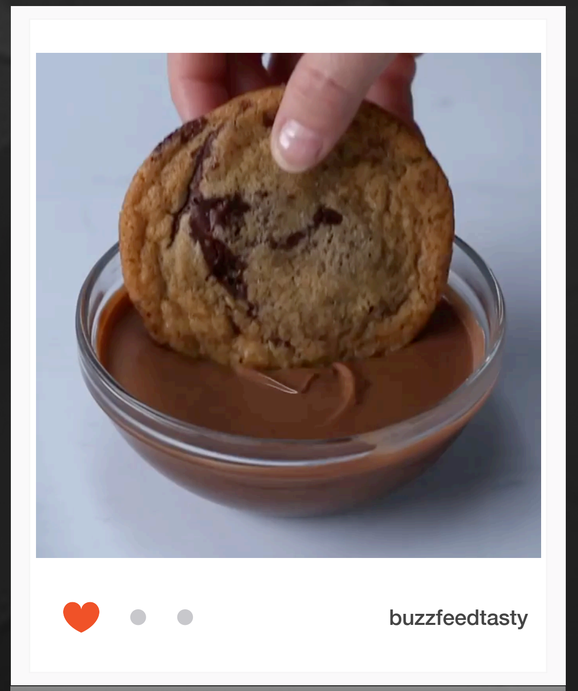
kelogsloops

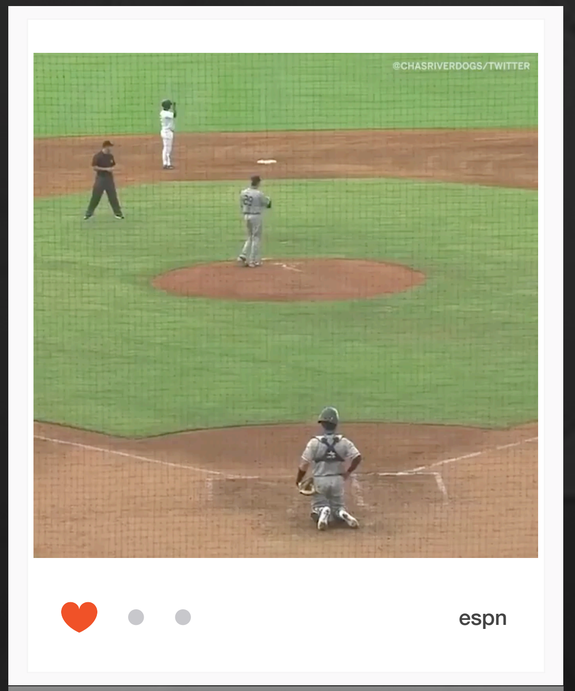
natgeo

Videos

Video content is posted to your instagram profile page







Stories

Stories are an ephemeral form of **video** and **photos** that disappear after 24 hours.
They are linkable and have an extremely high engagement rate.

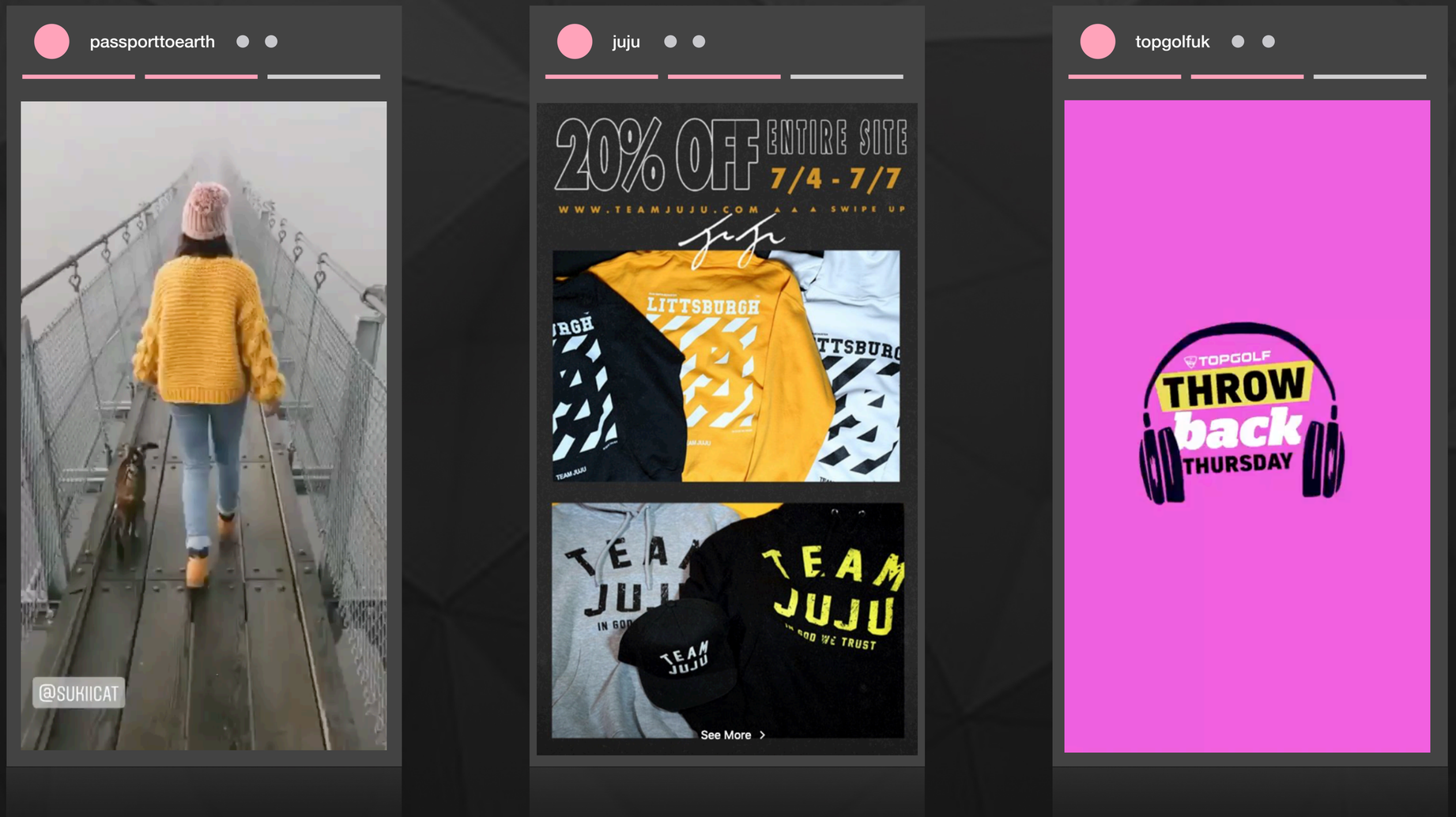
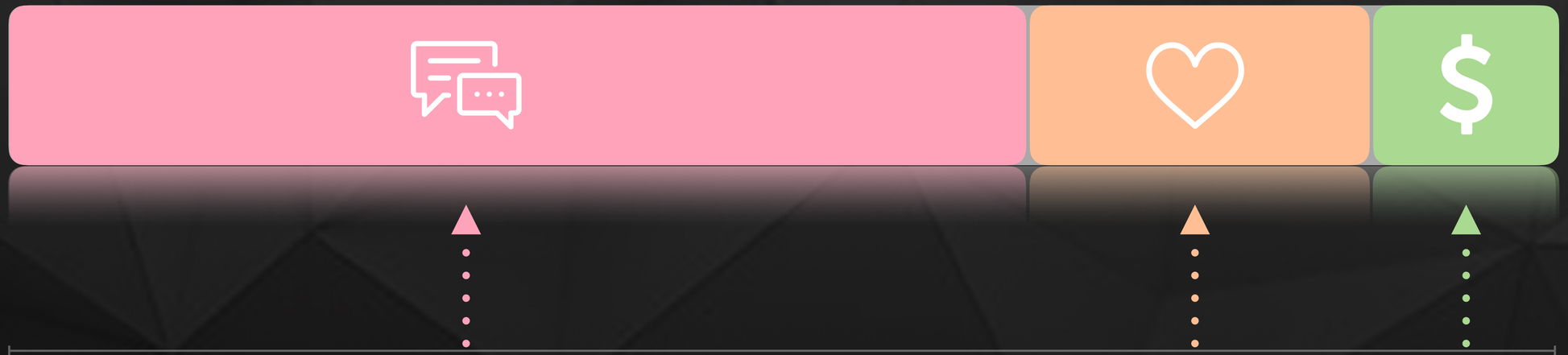


	PHOTO	VIDEO	STORY
Easy to create	✓	X	✓
High engagement	X	✓	✓
High Virality	✓	✓✓	X
Casual trust builder	X	X	✓
Descriptive caption	✓	✓	X
Linkable	X	X	✓

Story	TRUST / SALES
Video	REACH / TRUST
Photo	REACH / TRUST



70% Engagement / Reach

20%
Trust / Affinity

10% Sales